

Customer Profile Analysis

UNDERSTANDING YOUR CUSTOMERS

Consumer Behavior & Target Markets Lesson

Demographics & Psychographics

2 Activities + Gallery Walk

NO PREP!
SAVES YOU TIME!



BUSINESS EDUCATION WITH *Denise Leigh*

CUSTOMER PROFILE ANALYSIS

Prep: Print out the [Student Handouts](#). Make enough copies for your class so that they may complete with a pencil or pen. There are 2 company profiles on each page...you may want to cut them in half ahead of time.

Print out ONE copy of the [Company Profiles](#). (this file is best printed in color and you can use this print-out over and over again so you may want to laminate them). Hang them on the wall as if in a gallery walk style. DO NOT allow students to see the company profiles until they complete Step #1.

Step #1—Hand out the [Student Handout](#) for students to use their critical thinking skills and curate a customer profile for the companies and brands listed on the top of each page. They are going to do this with a pencil or pen. You can divide your class into groups and assign each group a different company. OR you can allow students to choose the ones that they want to profile. There are 10 companies in all.

Step #2—After the students complete the company profile on their own, they are to visit the gallery wall with the 10 company profiles. They are going to find the profiles for the companies in which they analyzed. They are cross referencing the actual company profiles on the wall with the analysis that they completed on their own of each company profile. They are to add notes and additions to what they created for each company after they cross reference.

Step #3—Ask for volunteers to share their reflections. Ask students... "Who would like to share what they created as a customer profile for Dunkin'? Include any further profile notes that you added after cross referencing with the company profiles on the wall." This makes a GREAT conversation and creates a rich understanding for company profiles, target markets, demographics, and psychographic data analysis.

Step-By-Step Instructions and Suggestions Included for the Teacher

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Activity #1 - Students Use Critical Thinking Skills to Curate a Customer Profile for a REAL Company



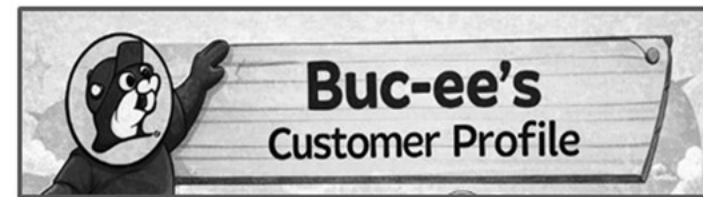
Demographic Characteristics

PRINTOUT

Psychographic Characteristics

How might be the best way to advertise to this customer?
(social media, flyers, mailers, text messaging, TV commercials, in-app ads, billboards)

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Demographic Characteristics

Psychographic Characteristics

How might be the best way to advertise to this customer?
(social media, flyers, mailers, text messaging, TV commercials, in-app ads, billboards)

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10 COMPANIES INCLUDED

Demographic Characteristics?

Psychographic Characteristics?

The Best Way to Advertise to this Customer?

I Suggest Dividing Students into Groups

or

Allow Each Student to Choose One Company to Profile

Customer Profiles Analysis

Customer Profiles for 10 Companies

Students Know are Included for the Gallery Walk

Crumbl Cookies Customer Profile



Demographic Characteristics

Primarily **Gen Z** and **Millennials** (ages 18-34) who drive the social media culture. However, a significant "Core Customer" segment includes **Boomers** (ages 35-55) who purchase larger boxes for family gathering or gifts. Skews Female (approx. 60-65%). Women are the primary drivers of the "unboxing" aesthetic and are more likely to use the cookies for gifting, catering, and social hosting.

Income: Middle to upper-middle class, with a median household income often exceeding \$85,000. At \$5 per cookie, it is considered an "affordable" treat or a premium indulgence.

Location: High concentration of suburban areas with children. Crumbl often locates stores in high-traffic shopping centers near "anchor" stores like Target or Whole Foods to capture "treat-yourself" shoppers.

Psychographic Characteristics

FOMO & Scarcity Driven: Motivated by the Weekly Rotating Menu. Limited Time Only flavors create urgency to visit every Monday before they're gone.

Social Media "Reviewer" Personality: They enjoy being part of the CrumblReview community, sharing "unboxing" videos and taste tests on TikTok & Instagram.

Experience & Novelty Seekers: Crave unique, complex flavors like Everything Bagel & Pink Velvet. They enjoy the "theatrical" open pink box.

Summary Snapshot

Crumbl customer is a trend-driven, social media-savvy individual who values unique flavors and the unboxing experience.

Buc-ee's Customer Profile



Demographic Characteristics

Primarily **Families** (parents ages 30-50) and **Retirees/RV Travelers** (ages 60+). While appeal to all ages, their primary "mission" is a head of household managing a long drive home.

Location: Primarily Interstate Travelers and commuters in the Southern and Midwestern U.S., including Alabama, Florida, Georgia, and increasingly the North/Midwest.

Income: Middle to upper-middle class (household income \$75,000 - \$125,000+). Buc-ee's prohibits 18-wheelers, the parking lots are dominated by passenger cars, vans, and high-end RVs.

Psychographic Characteristics

Convenience: This is the #1 driver for Buc-ee's. They are willing to drive an extra 50 miles for a standard gas station bathroom, a large "award-winning" cleanliness, and a safe, well-lit, and expansive environment for a break.

Community Mentality: They don't just shop; they shop for exclusivity. They are drawn to Buc-ee's branded merchandise and "Texas-sized" novelties available nowhere else.

Summary Snapshot

Buc-ee's customer is a family-oriented traveler or retiree who values convenience, cleanliness, and the unique Buc-ee's experience.

Starbucks Customer Profile



Demographic Characteristics

Primarily **Young Adults** and **Professionals** (ages 18-40). This core group makes up the majority of their loyal base. They also have a strong secondary segment (ages 18-24) who drive the popularity of iced and "customized" beverages.

Income: Fairly balanced, though **Female** customers slightly outnumber males (55-60%), often serving as "social organizers" or students seeking a safe, quiet study space.

Location: Middle to upper-middle class, typically with a household income of \$90,000+. Starbucks locations are generally "Big Spenders" who view premium coffee as a non-negotiable part of their daily budget.

Psychographic Characteristics

Community & "Third Place" seeker: They value a sense of community and an inviting atmosphere that isn't just work. They use Starbucks as a social hub or a mobile office, valuing the "status" and reliability of the brand.

Convenience & Efficient: They are high users of the Starbucks Rewards app. They value convenience (Mobile Order & Pay) and are motivated by "Star" collection and digital challenges.

Ethically Aware: They are increasingly conscious of sustainability and ethical sourcing.

Summary Snapshot

Starbucks customer is a socially conscious, educated individual who values convenience, community, and the Starbucks experience.



A GALLERY WALK GETS STUDENTS UP & MOVING! ...AND INTERACTING!

Students compare their customer profiles they curated to actual company profiles in a Gallery Walk.

A great way to mix up your daily routine!

Students enjoy the interaction and discussions!

These 10 Company Customer Profiles Are Included



Crumb Cookies Customer Profile

Demographic Characteristics

- Age: Primarily Gen Z and Millennials (ages 18-34) who drive the social media "review" culture. However, a significant "Core Customer" segment includes Gen X and Boomers (ages 35-55) who purchase larger boxes for family gathering or gifts.
- Gender: Skews Female (approx. 60-65%). Women are the primary drivers of the brand's "unboxing" aesthetic and are more likely to use the cookies for gifting, catering and social hosting.
- Income: Middle to upper-middle class, with a median household income often exceeding \$85,000. At \$4-\$5 per cookie, it is considered an "affordable luxury" or a premium indulgence.
- Household: Once a household indulgence, Crumb Cookies is now a staple for many households, particularly in urban areas where space is limited and delivery is convenient.

Psychographic Characteristics

- FOMO & Scarcity Driven: Motivated by the Weekly Rotating Menu. Limited Time Only flavors create urgency to visit every Monday before they're gone.
- Social Media "Reviewer" Personality: They enjoy being part of the #CrumbReview community, sharing "unboxing" videos and taste tests on TikTok & Instagram.
- Experience & Novelty Seekers: Crave unique, complex flavors like Everything Bagel & Pink Velvet. They enjoy the "theatrical" open kitchen and iconic pink box.
- Gifting & Celebration Oriented: Use Crumb for "thank you" gifts, office treats, birthday surprises & parties.
- Tech-Savvy & Reward Motivated: Heavy users of the Crumb App to track "Crumb" (loyalty points), vote on flavors, & prefer curbside pickup/

Summary Snapshot

The Crumb customer is a trend-conscious individual who views dessert as an event. They don't just eat the cookie, they participate in the brand. Whether they are a teen finding a TikTok review or a parent bringing a four-pack home to the family, they are buying into a weekly ritual of surprise, delight and digital belonging.



Buc-ee's Customer Profile

Demographic Characteristics

- Age: Primarily Families (parents ages 30-50) and Retirees/RV Travelers (ages 60+). While they appeal to all ages, their primary "mission" shopper is a head of household managing a long road trip.
- Geography: Primarily Interstate Travelers and Road-Trippers in the South and West (Texas, Alabama, Florida, Georgia, and Arizona). Locals are more likely to be "weekend warriors" or "RVers" who frequent Buc-ee's for their "vacation-bound" crowd looking for a safe, well-lit, and expansive environment for a group break.

Psychographic Characteristics

- Cleanliness Obsessed: This is the #1 driver for Buc-ees guests. They are willing to drive an extra 50 miles to avoid a standard gas station bathroom, valuing the prestige of "award-winning" cleanliness and private, spacious stalls.
- The "Treasure Hunter" Mentality: They don't just shop for snacks; they shop for exclusivity. They are motivated by Buc-ee's branded merch (the beaver logo) and "Texas-sized" novelties that aren't available anywhere else.
- Quality Food Seekers: Because Buc-ees bans 18-wheelers, these customers feel a sense of enhanced safety and maneuverability. They value a "truck-free" environment that feels more like a shopping mall than a fuel depot.

Summary Snapshot

The Buc-ee's guest is a pragmatic, family-oriented traveler or local who values cleanliness, convenience, and a sense of safety. They are often on a mission to find a safe place to rest, refuel, and grab a snack during a long drive. They appreciate the brand's commitment to quality and the unique, "Texas-sized" experience it offers.



McDonald's Customer Profile

Demographic Characteristics

- Age: Broad appeal, but primarily Young Adults (ages 18-34) and Families with children (ages 2-12). Parents are a massive segment for McDonald's, as it's a "universal" brand that appeals equally across genders.
- Gender: Nearly even 50/50 split. Unlike some competitors that lean slightly female or male, McDonald's is a "universal" brand that appeals equally across genders.
- Income: Traditionally lower-to-middle income (under \$45,000-\$70,000), but in 2026, there is a significant rise in higher-income households (over \$100,000) who are turning to McDonald's for value and convenience.
- Household: A mix of families with kids and young professionals. Many are "on-the-go" diners who value speed and consistency.
- Value Maximizers: These guests are highly price-sensitive and deal-driven. They specifically seek out the McValue menu, the "5 Meal Deal" and "Buy One, Get One" offers to feed their families affordably.
- Convenience & Speed Seekers: For this group, time is a currency. They prioritize the efficiency of the Drive-Thru and the reliability of a meal that tastes exactly the same every time, no matter where.
- Nostalgia & Comfort-Driven: They have an emotional connection to the brand. Whether it's a "childhood memory of a Happy Meal" or a "craving" for a Big Mac, they view McDonald's as a dependable.

Summary Snapshot

The McDonald's guest is the ultimate pragmatist. Whether they are a parent looking for a quick win with a Happy Meal or a busy professional using the app to skip the line, they value a brand that is accessible, consistent, and—most importantly—respectful of their wallet.



Starbucks Customer Profile

Demographic Characteristics

- Age: Primarily Young Adults and Professionals (ages 25-40). This core group makes up the largest percentage of their loyal base. They also have a strong secondary segment of Gen Z (18-24) who drive the popularity of iced and "customized" beverages.
- Gender: Fairly balanced, though Female customers slightly outnumber male (approx. 55-60%), often serving as "social organizers" for study groups or comfortable study space.
- Income: Middle to upper-middle class, typically with a household income of \$60,000-\$100,000. They are often professionals or students who value the premium coffee and the "third place" environment.
- Education: The vast majority of guests are college students or degree-seeking professionals, creating a sophisticated, quiet environment for work.

Psychographic Characteristics

- The "Third Place" Seeker: They value a comfortable, inviting atmosphere that isn't home and isn't work. They use Starbucks as a social hub or a mobile office, valuing the "status" and reliability of the environment.
- Tech-Forward & Efficient: They are high users of the Starbucks Rewards app. They prioritize convenience (Mobile Order & Pay) and are motivated by "Star" collection and personalized digital challenges.
- Socially & Ethically Aware: They prefer brands that prioritize sustainability and ethical sourcing. They respond well to Starbucks' commitment to 100% ethically sourced coffee and their "Green Store" initiatives.

Summary Snapshot

The Starbucks customer isn't just buying coffee; they are buying a moment of respite and a premium experience. Whether they are a busy professional using the drive-thru or a student seated in a corner chair, they value a brand that feels personal, tech-savvy, and socially responsible.



Nike Customer Profile

Demographic Characteristics

- Age: Primarily Gen Z and Millennials (ages 15-45). Nike focuses heavily on the 15-30 demographic to build lifelong brand loyalty, though they have a strong "legacy" base among older adults.
- Gender: Traditionally 60-65% Male, but the Women's segment is a massive strategic focus. In 2026, Nike is heavily investing in female-specific footwear and "lifestyle" apparel to close this gap.
- Income: Middle to upper-middle class, typically with a household income of \$70,000-\$150,000. Nike uses a "premium" pricing model where customers view \$150 as a status symbol and a sign of quality.
- Education: Nike's customer base is highly educated, with a significant portion of its athletes and ambassadors being college students or professionals.
- Psychographic Characteristics: Nike's core belief is "If you have a body, you are an athlete." They are motivated by the "Just Do It" spirit—a personal growth, resilience, and the drive to push their own limits.
- Status & Sneaker Culture: A large segment consists of "Identity Builders." They view Nike (specifically Jordan Brand and Dunk colorways) as a symbol of cultural relevance. For them, a "drop" is a social event and the shoes are a signal of status.
- Tech-Enabled Performance: They are digitally integrated. They use the Nike Run Club or Strides app to track performance and gain exclusive access. They value innovation, such as the new neuroscience-based "Nike Mind" platforms.
- Socially & Sustainably Conscious: They align with brands that take a stand. Nike's focus on Move to Zero (sustainability) and social justice resonates in Gen Z and Millennials who want their purchases to reflect their ethical values.

Summary Snapshot

The Nike customer isn't just buying a shoe; they are buying an "attitude" of achievement. Whether they are training for a marathon or hunting for the latest limited edition sneaker, they see the swoosh as a badge of ambition, innovation, and cultural belonging.



Lululemon Customer Profile

Demographic Characteristics

- Age: Primarily Millennials and Gen Z (ages 18-45). While the "Power User" is typically 32-35, the brand has seen a massive surge in popularity among Gen Z teens and young adults looking for "aesthetic" status symbols.
- Gender: Historically 70% Female, but the Men's segment is the fastest-growing area of the business (accounting for roughly 25% of sales, and targeted to double by the end of 2026).
- Income: Affluent to high-income earners, typically with a household income of \$100,000-\$150,000+. These customers view Lululemon as a "premium" lifestyle choice, often investing in the brand for health and wellness.
- Occupation: Professionals, tech workers, and creatives. They are often the primary decision-makers for family dining and are drawn to the brand's "clean and safe" reputation.
- Household: Many are "on-the-go" diners who value speed and consistency.
- Psychographic Characteristics: Lululemon's core belief is "This is your life. Make it count." They embrace a holistic lifestyle that includes yoga, mindfulness, and nutrition. For them, wearing the "Omega" logo is a signal that they prioritize self-care and personal growth.
- "Street-to-Studio" Versatility: They value multi-functional fashion. They want leggings and jackets that perform during a high-intensity workout but look "polished" enough for a brunch date or a casual office setting.
- Performance & Science Obsessed: They are willing to pay \$100+ for leggings because they believe in the technical superiority of the fabrics (like Nulu or Everlux). They value "feel" and "sensory experience" as much as durability.

Summary Snapshot

The Lululemon guest is a high-achieving, wellness-focused individual who views their clothing as an extension of their values. They seek "hickies" apparel that supports a transition from a 6:00 AM top class to a high-pressure boardroom, prioritizing quality, status, and technical innovation.



Dunkin' Customer Profile

Demographic Characteristics

- Age: Primarily Gen Z and Millennials (ages 18-40). While they have a loyal base of Gen X and Boomers, their massive push into TikTok, "menu hacks," and celebrity collaborations (like Sabrina Carpenter or Cham Danello) has made them the go-to for younger coffee drinkers.
- Occupation: A wide mix of students, office professionals, and "hustlers" (entrepreneurs or gig workers). They are people who need their caffeine fix throughout the day.
- Income: Lower middle to upper middle class, typically with a household income of \$40,000-\$80,000. These guests value a "premium" but affordable coffee experience.
- Geography: Strong presence in urban and suburban areas, particularly in the Northeast where it is deeply embedded as part of the local cultural identity.

Psychographic Characteristics

- Routine-Oriented & Habitual: Dunkin' customers view coffee as a daily ritual or "fuel" rather than an occasional treat. They are loyal to their specific "usual" order and visit frequently, often daily.
- Pragmatic & No-Nonsense: They value speed and efficiency over "vibe." Unlike a "third-place" coffee shop where you sit and work, Dunkin' guests have a "to-go" mindset—they want to get in, grab their coffee, and get out.
- Appreciates Unpretentiousness: They prefer a brand that feels approachable and casual. They often find boutique coffee shops or premium competitors to be too expensive or overly complicated.
- Digitally Engaged & Reward-Seekers: They are heavy users of Dunkin' Rewards app. They are motivated by "Free Donut Fridays," mobile-exclusive deals, and the ability to skip the line via mobile ordering.
- Trend-Responsive: Especially among the younger segment, they are highly influenced by social media trends and pop culture. They enjoy trying "limited time offers" and seasonal flavors that they see on Instagram or TikTok.

Summary Snapshot

The Dunkin' guest is a pragmatic, busy individual who "tunes" on a schedule. They don't need a fancy latte with a leaf in the foam; they need a reliable, affordable, and fast coffee fix that fits seamlessly into their morning commute or study session.



Chick-fil-A Customer Profile

Demographic Characteristics

- Age: Primarily Gen Z and Millennials (ages 18-40). It is consistently ranked as the #1 favorite brand among American teenagers.
- Gender: Slightly more Female (approx. 60%), as women are often the primary decision-makers for family dining and are drawn to the brand's "clean and safe" reputation.
- Income: Middle to upper-middle class, with a household income of \$70,000-\$110,000+. Guests view Chick-fil-A as a "premium" but affordable dining option.
- Household: Many are "on-the-go" diners who value speed and consistency.
- Psychographic Characteristics: Chick-fil-A's core belief is "Love God. Love Others." They prioritize "service" over "product." They are more likely to choose a restaurant that offers a "clean and safe" environment and a "friendly" atmosphere.
- Value-Driven (Ethical & Moral): Many customers align with the company's traditional and conservative values, such as the policy of being closed on Sunday to prioritize rest and family.
- Convenience & Efficiency Seekers: They are highly tech-savvy and heavy users of the Chick-fil-A One app.
- Hospitality Focused: These guests expect a higher level of politeness and "human" interaction (the famous "My Pleasure" response) compared to the transactional nature of other chains.
- Community Oriented: They appreciate the brand's local involvement, such as split rights for schools, and real sense of "belonging" to the brand rather than just being a customer.

Summary Snapshot

The Chick-fil-A guest is a busy, family-oriented professional or student who refuses to compromise on service. They are willing to pay a slight premium for a "frictionless" experience where they feel respected and where the food is consistently high-quality.



HOME DEPOT Customer Profile

Demographic Characteristics

- Age: Primarily Gen X and Baby Boomers (35-65).
- Income: \$70,000 - \$110,000+.
- Household Type: Families, Married Couples, Suburban/Rural.
- Home Ownership: Homeowners with equity, primarily in the "suburban" and "rural" areas.
- Psychographic Characteristics: DIY & "If-It-Breaks, We'll Fix It." They are motivated by the "Do-It-Yourself" or "Do-It-For-Me" options.
- Value for Quality & Durability.
- Problem-Solvers & Practicality.
- Investment in Home & Long-Term Value.
- Convenience-Seeking & Time-Consious.

Summary Snapshot

The typical Home Depot consumer is a **proactive, resourceful homeowner** who views their living space as both a source of pride and a **long-term financial investment**. They visit the store not for a treasure hunt, but with a mission to **solve problems and create tangible improvements**.



Target Customer Profile

Demographic Characteristics

- Age: Primarily Millennials and Gen X (roughly ages 25-45).
- Gender: Approximately 60-70% Female, often the primary "Chief Household Officer" making purchasing decisions for the family.
- Income: Middle to upper-middle class, typically with a household income of \$70,000-\$110,000+.
- Household: Frequently includes families with children in suburban or urban areas.
- Psychographic Characteristics: Brand Conscious but Value-Driven: They seek the "Expect More, Pay Less" promise. They enjoy the prestige of designer collaborations (like Magnolia or Vineyard Vines) but want them at a "big box" price point.
- Design-Oriented: They value aesthetics and home décor. They shop at Target because the store environment.
- Time-Crunched & Convenience-Seeking: They heavily utilize Drive Up services and the app. They value a one-stop-shop where they can get Starbucks, groceries,

Summary Snapshot

The "typical" Target shopper isn't just buying essentials; they are looking for a "treasure hunt" experience where they can find **stylish, high-quality goods** that fit a modern, busy lifestyle without breaking the budget.

Activity #2 – Customer Relationships / Lifetime Value

Customer Relationships



Cultivating a loyal customer base is a delicate balance that often dictates a business's ultimate survival. True relationship management transcends basic transactions; it's about establishing a genuine bond built on mutual trust.

Explore [THIS LINK](#) to discover 10 key elements to building a strong customer relationship. List and briefly explain them in the table below...

1		
2		
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Allow Time for Great Class Discussions!

Using a vetted link, students **DISCOVER 10 KEY ELEMENTS** to build strong customer relationships.

Customer Lifetime Value

Building strong relationships with your customers is like making a great friend—it pays off in the long run! When customers are happy, they stick with your brand and keep coming back to buy more, which boosts your overall profits.

In business, we call this **Customer Lifetime Value**. It's basically an estimate of the total amount of money one person will spend at a store throughout their entire life. Instead of just thinking about one quick sale today, businesses focus on keeping you happy so you'll be a loyal customer for years to come.

List the business that you value to improve and personalize your business and customer value based on that.	What makes you return to that?

Students list reasons they are a loyal customer to a business they support.

Hi! My name is Denise Leigh. I have been teaching Business Education for over 25 years! I love collaborating with business educators all over the world. I am a 2022 Pennsylvania Teacher of the Year Finalist and relentless lifetime learner and lover of everything education. Engaging students and connecting them to their world is my jam! Thank you for exploring my resources and sharing my passion for BUSINESS EDUCATION!

Denise Leigh is an expert on student-led instruction. She was featured on CBS Pittsburgh for her City Collaborative™ Project-Based Business Education (PBL) Classroom.

